



LOGO GUIDELINES

MARCH 2024

**Third
United Nations
Conference
on Landlocked
Developing
Countries**

Third United Nations Conference on Landlocked Developing Countries

LEGAL GUIDELINES FOR USE

These guidelines, and the accompanying graphic guidelines, must be provided to requesters. Whenever the special emblem is uploaded on the internet, the guidelines must be uploaded on the same page.

1. DESIGN

The logo consists of a series of lines and dots that represent the relationships and interdependence of the landlocked developing countries (LLDCs) and the other countries they rely on for trade. The dynamism of the logo is representative of the changing relationships and need for international collaboration among countries.

The colours represent the greens and orange of the lands of LLDCs, surrounded but separate from the blue of the world's oceans. These colours can be applied to communications materials, but the logo should not be altered.

This logo is designed to be used across all platforms and media for the LLDC3 CONFERENCE, from the website and social media to merchandise (pens, notepads, etc.) and the digital screens of the Conference venue where it will be animated and dynamic and reflect the unabashed innovation and ambition of the meeting.

2. USE OF THE LOGO

I. Use of the logo by United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System

United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System may use the LLDC3 Conference logo without obtaining prior approval from the Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (OHRLLS). However, for reporting purposes, the office should be informed of events and information materials and items for which the logo is used including, inter alia, publications, posters, brochures, videos, pins, T-shirts, etc.

The LLDC3 Conference logo must be used only in its entirety. Moreover, if the UN office, Fund and Programme or other subsidiary organ or organizations of the United Nations system has its own specific logo, the latter should be displayed side by side with the LLDC3 Conference logo.

II. Use of the logo by non-UN entities

Entities outside the UN system, including Governments, intergovernmental organizations, not-for-profit organizations, and private sector entities, may use the logo in accordance with the requirements outlined below and provided that each entity submits by email the required documentation along with a signed waiver of liability (included in these guidelines). It is understood that users of the logo are not authorized to sub-license or to authorize the use of the logo to any other entities.

The logo of the LLDC3 Conference is primarily intended for two kinds of promotional use: a) information, and b) fundraising.

a) Information uses of the logo

Information uses of the logo are those which are:

Primarily illustrative; and Not intended to raise funds.

The LLDC3 Conference logo must be used only in its entirety. Moreover, it cannot be used alone but must be displayed side by side with the logo of the entity. The logo of the entity must be given preeminence *vis-à-vis* the LLDC3 Conference logo and the following sentence must be included below or in the proximity of the entity's logo: "[the name of the entity] supports the Third UN Conference on Landlocked Developing Countries".

The United Nations emblem cannot be used by the entity.

The entities wishing to use the logo must provide:

- A short statement of identity (nature of the entity and its objectives)
- An explanation of how and where the logo will be used, including the names of countries/territories where the logo will be used.
- A waiver of liability (**please see the form on page 4**) signed by the entity requesting to use the logo.

b) Fundraising uses of the logo

Fundraising uses of the logo are those intended to raise resources to cover costs of activities in support of the LLDC3 Conference to be held 18-23 June, 2024.

The LLDC3 Conference logo must be used only in its entirety. Moreover, it cannot be used alone but must be displayed side by side with the logo of the entity.

The logo of the entity must be given preeminence vis-à-vis the LLDC3 Conference logo and the following sentence must be included below or in the proximity of the entity's logo: "[the name of the entity] supports the Third UN Conference on Landlocked Developing Countries."

The United Nations emblem cannot be used by the entity.

The entities wishing to use the logo must provide:

- A short statement of identity (nature of the entity and its objectives).
- An explanation of how and where the logo will be used.
- An explanation of how, when and where the fundraising will take place.
- A summary budget.
- An explanation of how the proceeds would be allocated to cover costs of activities in support of the SIDS Conference, including any proposed contributions that the entity would make to the United Nations and/or to local, national or international organizations in support of the SIDS Conference.
- A waiver of liability (included) signed by the entity requesting to use the logo.

3. LENGTH OF USE OF LOGO

The LLDC3 Conference logo may be used from now until December 31st, 2024. The logo may be used beyond December 31st, 2024, for reporting and in reference to publications about the LLDC3 Conference.

4. LIABILITY

- The entity will use the logo only as permitted by these guidelines.
- The entity is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities.

- The United Nations does not assume any responsibility for the activities of the entity.
- The entity will hold harmless and defend the United Nations and its officials against any action that may be brought against the United Nations or its officials as a result of the use of the logo by the entity. The waiver of liability form, signed by the entity, must be submitted to DPI along with the required documentation.

5. DISCLAIMER

- The LLDC3 Conference logo is property of the United Nations and the United Nations owns all rights thereto, including its use.
- The LLDC3 Conference logo can only be used to identify events and activities related to the LLDC3 Conference.
- The LLDC3 Conference logo may only be used after a Waiver of Liability for the use of the logo of the LLDC3 Conference has been submitted to OHRLLS along with the required documentation.
- By using the LLDC3 Conference logo the entity agrees to provide information to the UN Department of Global Communications on the events or activities for which it is used. This information will be used for reporting purposes on the LLDC3 Conference.
- The use of the LLDC3 Conference logo by an outside entity or the publication of an event organized by an outside entity do not imply United Nations' endorsement of the planned activities or the outside entity.
- The LLDC3 Conference logo may not be reproduced for the purpose of self-promotion, or obtaining any commercial or personal financial gain, nor may it be used in any manner that implies United Nations endorsement of the products or activities of a commercial enterprise.
- The United Nations will not assume any responsibility or liability arising from the translation of the text of the logo into non-UN official languages.
- Please give credit to the United Nations when using the LLDC3 Conference logo.

6. INQUIRIES

Please send inquiries by email to:

United Nations Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States,
United Nations Secretariat 33rd Floor,
New York, NY 10017

email: Concepcion.gil@un.org

Waiver

WAIVER OF LIABILITY FOR THE USE OF THE “THIRD UNITED NATIONS CONFERENCE ON LANDLOCKED DEVELOPING COUNTRIES” LOGO

The undersigned acknowledges and agrees that, in using the logo for LLDC Conference as explained in its submission dated _____ to OHRLLS:

- a. The undersigned will use the logo only as permitted by the guidelines prepared by the United Nations.
- b. The undersigned is responsible for ensuring that the activities of the undersigned are carried out in accordance with the applicable law and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities.
- c. The United Nations does not assume any responsibility for the activities of the undersigned.
- d. The entity named below will hold harmless and defend the United Nations and its officials against any action that may be brought against the United Nations or its officials as a result of the use of the logo.
- e. If the entity translates the text of the logo into non-UN official languages, the entity will state clearly that it takes sole responsibility for the accuracy of the translation. The United Nations does not assume any responsibility or liability arising from the translated text.
- f. The entity will use the logo only after this Waiver of Liability has been submitted to OHRLLS along with the required documentation.

SIGNED _____

FULL NAME
(BLOCK LETTERS) _____

AFFILIATION
(BLOCK LETTERS) _____

NAME OF
ORGANIZATION _____

EMAIL _____

DATE _____

PLEASE SEND THE SIGNED FORM TO:

United Nations Office of the High Representative for the
Least Developed Countries, Landlocked Developing Countries
and Small Island Developing States
United Nations Secretariat 33rd Floor,
New York, NY 10017

email: Concepcion.gil@un.org

LOGO

The 2024 LLDC logo consists of a series of lines and dots that represent the relationships and interdependence of the landlocked developing countries (LLDCs) and the other countries they rely on for trade. The dynamism of the logo is representative of the changing relationships and need for international collaboration among countries.



Third United Nations Conference on Landlocked Developing Countries

LOGO

Black and white

The logo should only be reproduced in all black when printing colour is not available (such as in one colour newspaper printing) or when high contrast is required for a campaign.

On black

When placed on a black background, the logo should be reproduced in all white. Use solid black, not tints or grays.



**Third United Nations
Conference on
Landlocked Developing
Countries**



LANGUAGES

The 2024 LLDC logo is available in the six official languages of the United Nations.

مؤتمر الأمم المتحدة الثالث
المعني بالبلدان النامية
غير الساحلية



Troisième Conférence
des Nations Unies sur les
pays en développement
sans littoral



第三次联合国
内陆发展中国家
问题会议



Третья Конференция
Организации Объединенных Наций
по развивающимся странам,
не имеющим выхода к морю



Third United Nations
Conference on
Landlocked Developing
Countries



Tercera Conferencia
de las Naciones Unidas
sobre los Países en
Desarrollo Sin Litoral



COLOUR

The colours represent the greens and orange of the lands of LLDCs, surrounded but separate from the blue of the world's oceans. These colours can be applied to communications materials.

<div></div> <div>R54 G73 B155</div> <div>C92 M83 Y2 K0</div> <div>#36499B</div> <div>PANTONE BLUE 072 C</div>	<div></div> <div>R106 G170 B55</div> <div>C64 M11 Y100 K1</div> <div>#6AAA37</div> <div>PANTONE 369 C</div>	<div></div> <div>R255 G109 B45</div> <div>C0 M71 Y86 K0</div> <div>#FF6D2D</div> <div>PANTONE 1505 C</div>	<div></div> <div>R0 G88 B47</div> <div>C95 M37 Y100 K37</div> <div>#00582F</div> <div>PANTONE 3425 C</div>
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**Roboto Bold for the
conference name and for
main titles**

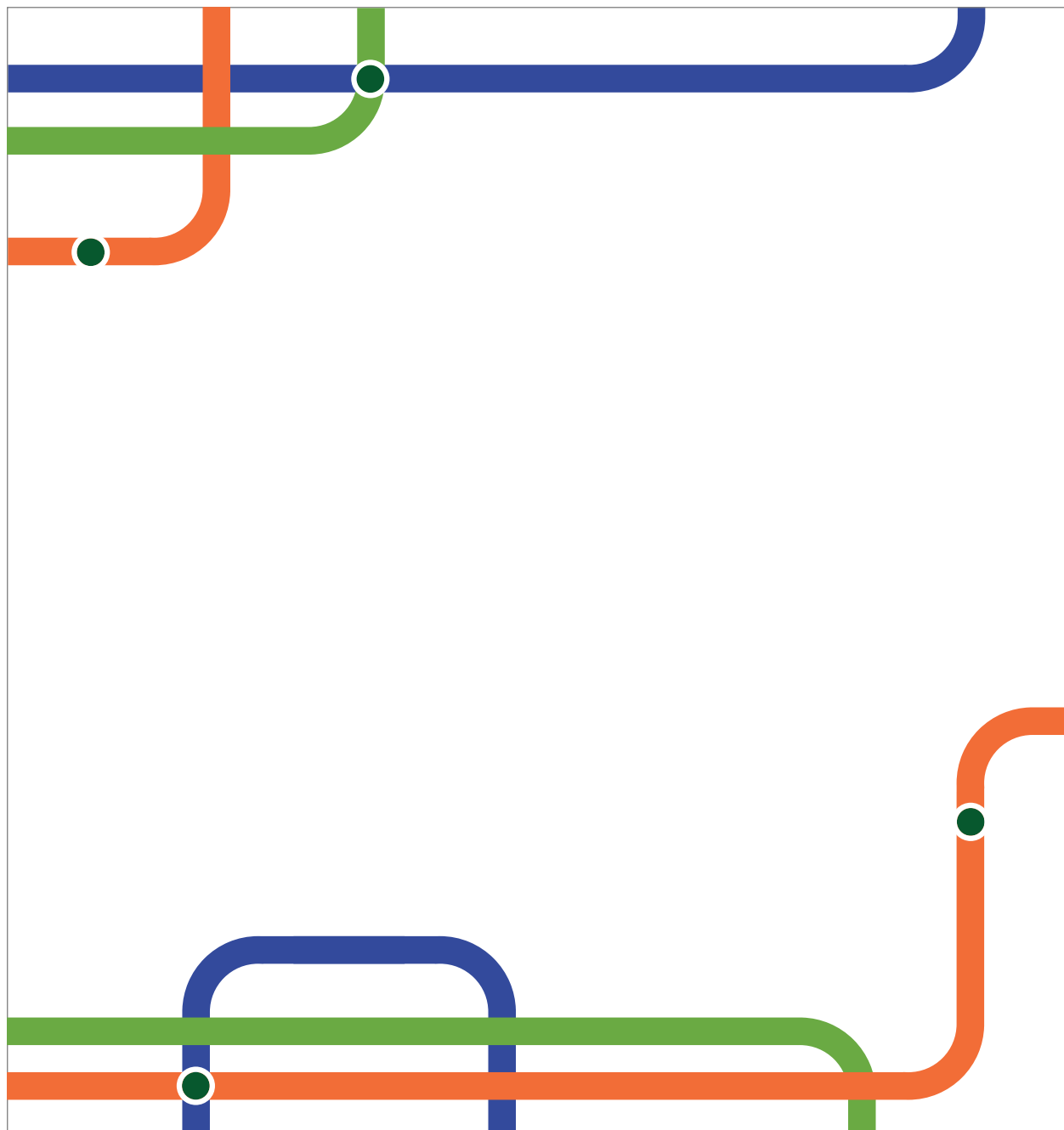
Roboto Condensed Regular/**Medium**
for subtitles and taglines

Roboto Regular for the body text



SUPPORTING ELEMENTS

These lines and dots make up the 2024 LLDC conference logo elements. They serve to frame and emphasize main images and messages without obstructing or rendering important content illegible. The visual system is adaptable to various formats and content, providing flexibility.



MISUSE

To ensure consistent and appropriate visuals for communicating the desired message, a general set of guidelines is outlined here.



X DO NOT USE dark and bright colors behind the logo which reduce legibility.



X DO NOT USE colours other than those specified in the logo file.



X DO NOT USE busy photographs behind the logo which reduce legibility.



X DO NOT USE drop shadows, embossing, or add other effects to the logo.

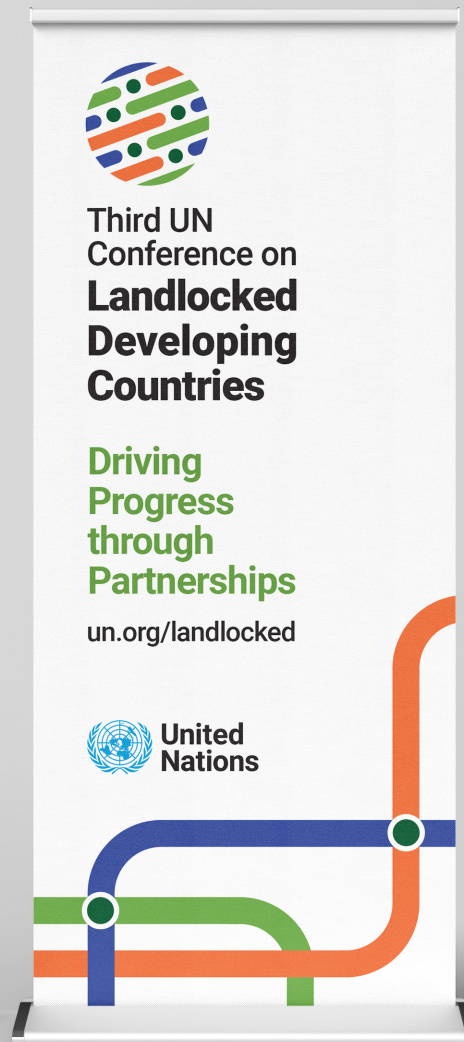


X DO NOT DISTORT the logo in any way, no stretching or skewing is permitted.



X DO NOT ADD graphic elements to the logo, or place within icons such as the SDG Wheel.

DESIGN APPLICATION – PULL-UP BANNER



DESIGN APPLICATION – POCKET FOLDER



DESIGN APPLICATION - PIN

